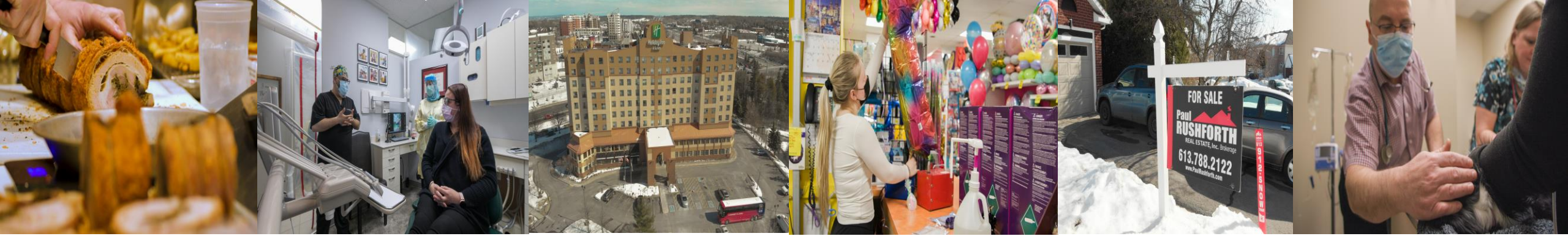
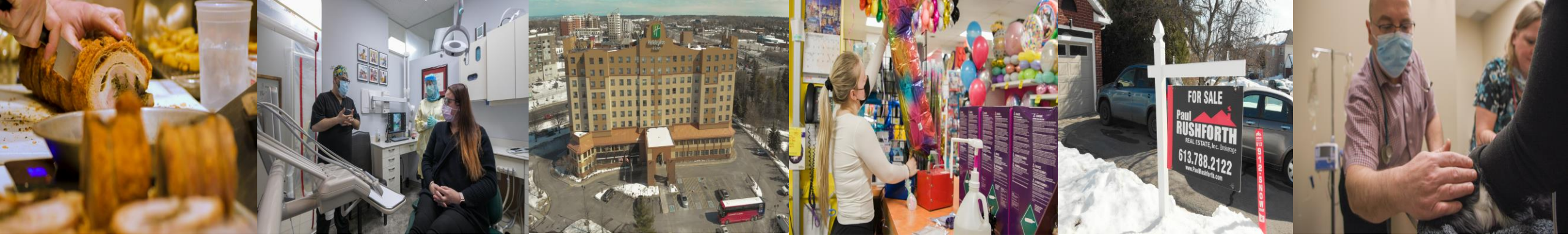


5. Annual Report



Message from THE CHAIR – Adam Stuart





Economic Development, Marketing & Outreach

- Highlights from 2021:
- Economic Development: Revamp Banners Dine, Play, Shop, Love Kanata, Anti-Stick Wrap, Splash Windows, Member-to Member Networking, Guest Speakers, Member package
- Outreach: Wesley Clover Park, Area Hotels, OPH, OCOBIA, Ottawa Board of Trade, Tourism Ottawa, Camping Grounds, Golf Courses, Seniors Centre, The Kanata Food Cupboard, BBBS, SensPlex, Retirement/Adult living homes, Algonquin College, Kanata Theater, Landmarks, and KCBA
- Marketing: Online Social Media, Community Voice, Stingray Media for all businesses, Virtual Scavenger Hunt, Social Media Contest, and Business Spotlights, Networking events, Arts & Crafts Christmas Market, Holiday Splash Windows, Professional Video and Photos

EXPLORE | KANATA

The Unrefined Olive

JoJo CoCo

Party Mart

Third THURSDAY

SPEAKER SERIES

KANATA

Conversations that spark ideas and create community.

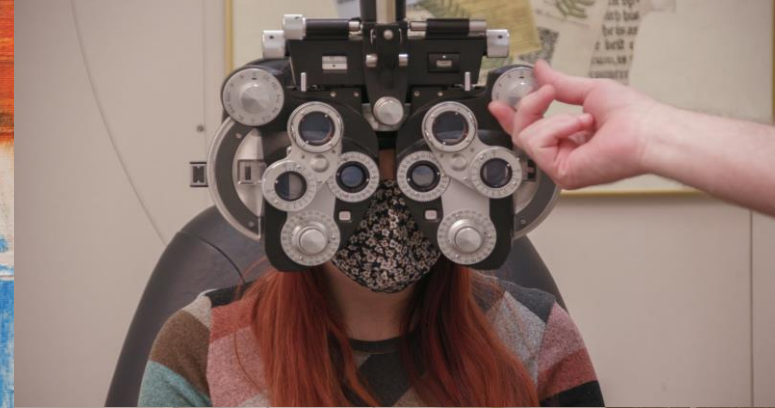


**KANATA KREATIVE
ARTS &
CRAFTS FAIR**

JUNE 26 | 9-5 | KANATA CENTRUM | FREE ADMISSION

KANATA CENTRAL
Love Local. Live Central.

OTTAWA *Artisans*



Thank you
for shopping local from
our **80 locally owned**
+ **operated businesses**

KANATA CENTRAL
Love local. Live Central.

VISIT US ▶



CONTEST TIME!

**SAY GOODBYE
TO THOSE
LOCKDOWN
LOCKS!**

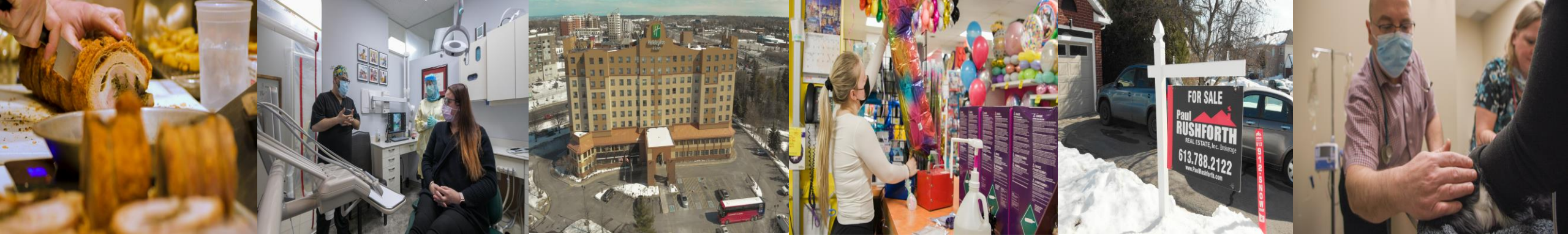
comment your favourite hair salon or barber shop in the Kanata Central BIA area for a chance to win one of two \$25 gift cards (and lose that 'COVID cut')



KANATA CENTRAL
Love Local. Live Central.

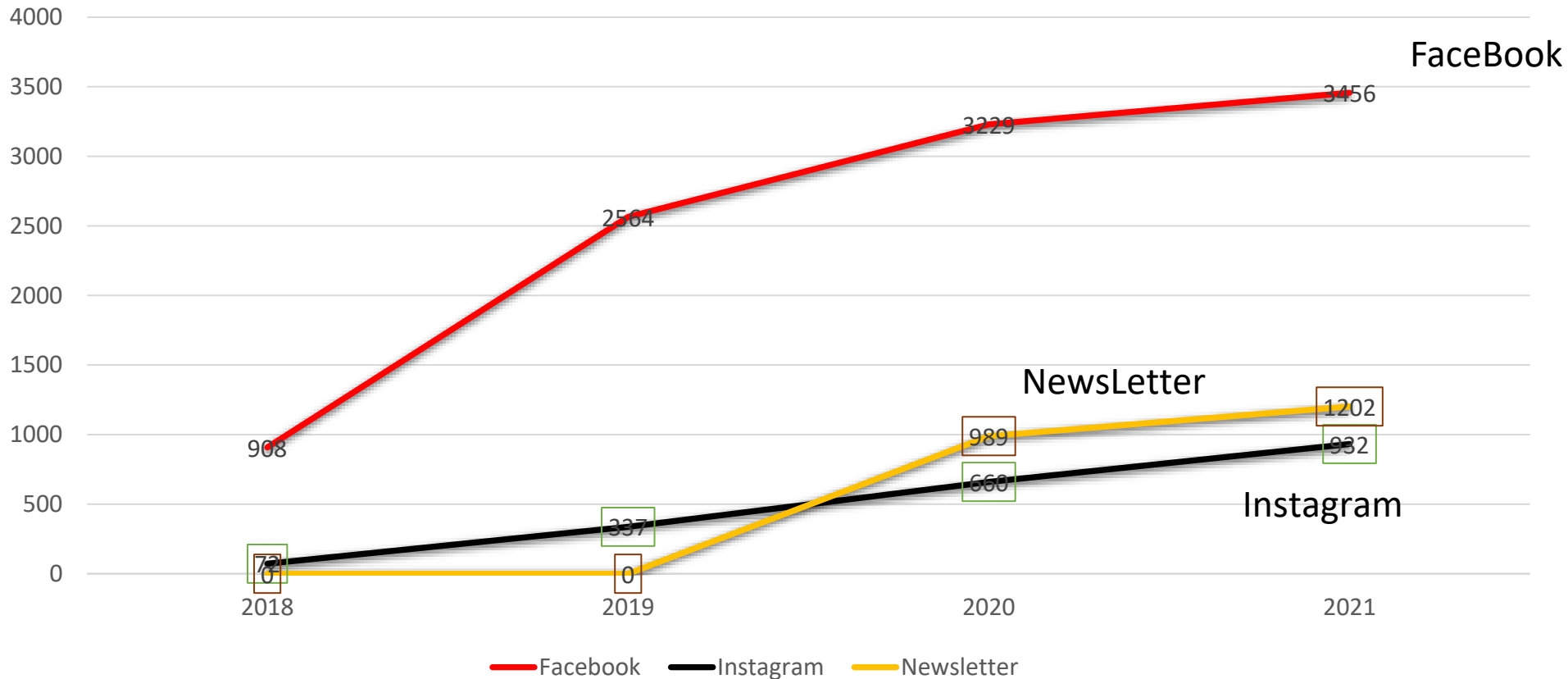
scissors™

ABOVE AND BEYOND
MED. WELLNESS AND BEAUTY SPA



Top 3 Traffic Drivers to The KCBIA Website
Member business exposure, events, and information

SOCIAL MEDIA STATS





2022

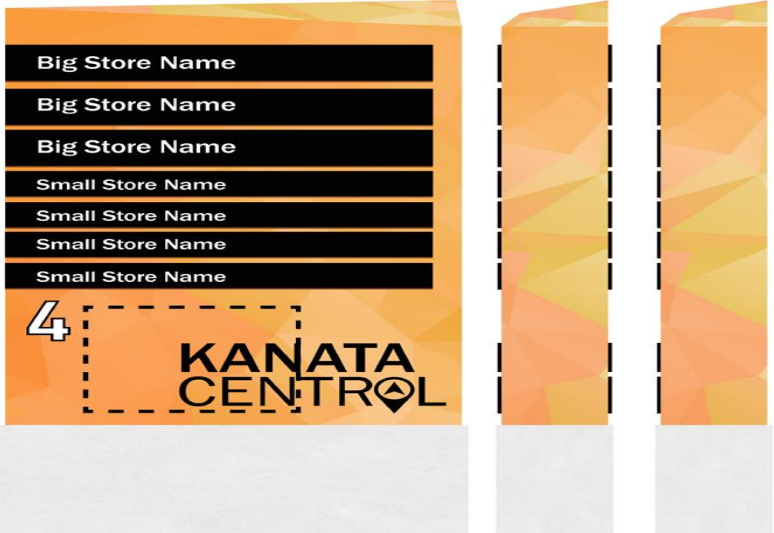
Beautification / Economic Development

- Pedestrian (Phase 2)
- Banners (Update & Seasonal)
- Green Box Wrap
- Xmas Holiday Lighting
- Graffiti Removal & Litter Clean up
- Local Campaign / OCOBIA & OBIAA Memberships / Tourism Ottawa Membership
- Support Business Campaigns

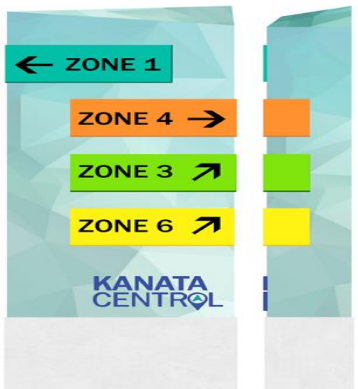
Look and Feel of Completed Project



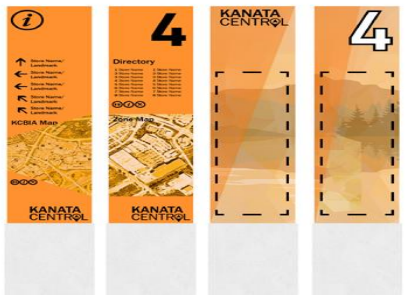
Large Panel



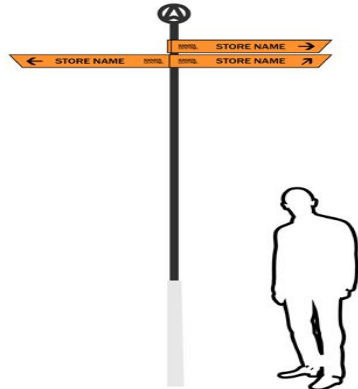
Vehicular Directional

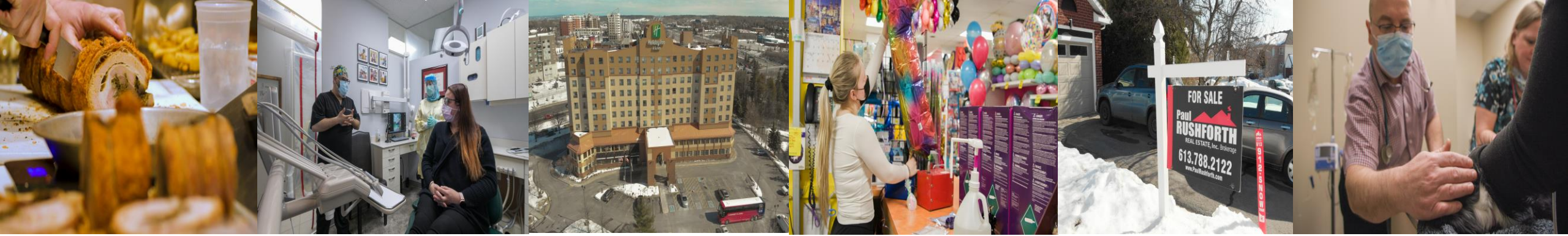


Pedestrian Informational



Pedestrian Directional



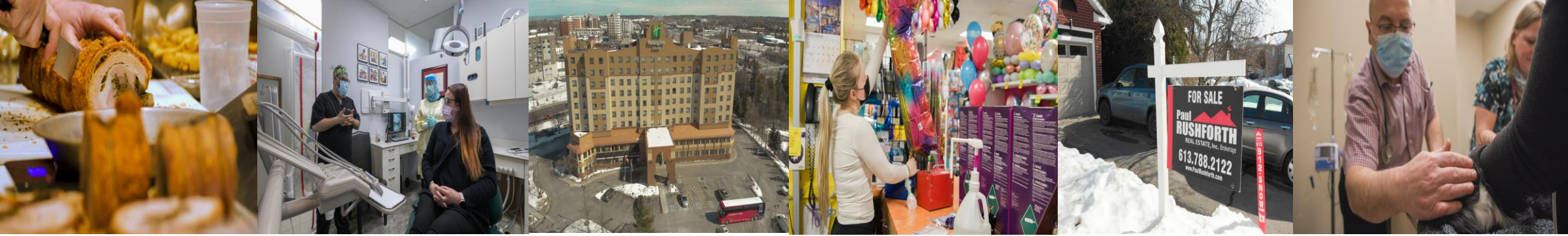


Primary Research

\$15,000.00 \$7,5000.00 BIA \$7,500.00 Grant

Traffic Report: A Traffic Study to see : The Five W's

- Who is coming in
- How are they arriving (means of transportation)
- When are they coming (time of day)
- What are they coming for (products & services)
- Why are they coming

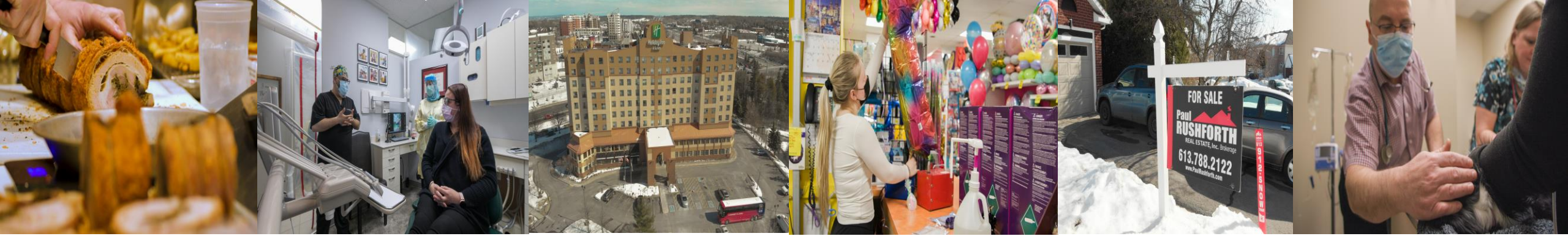


2022 Marketing/Event/Outreach

- Member Engagement: member to member
- Website Enhancements
- Welcome Package Photo or Video

- Events

- Print Media
- Social Media
- Pop Ups
- Sponsorships



7. Budget Items - Katherine Luckett

- 2021 Recap Budget
- 2022 Budget

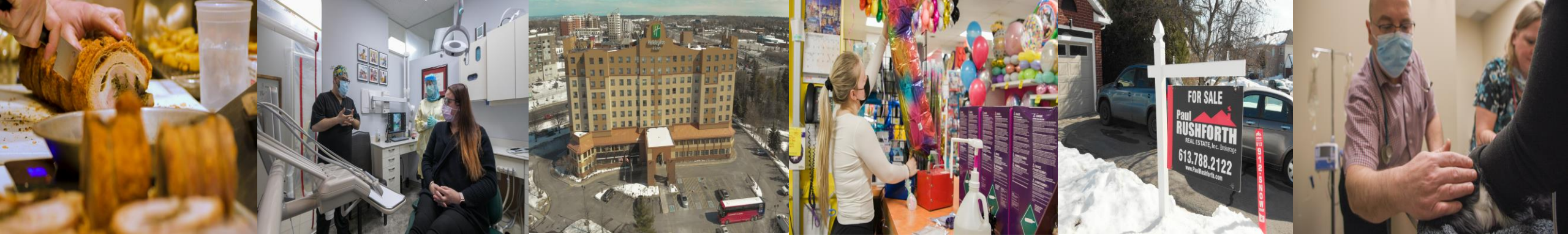
Operating Status Report - Kanata Central BIA

Year to date: January to December 2021					
		Annual Budget	YTD Actual	Variance	% Spent
176010 - BIA KANCENT Taxation	407001 - General Taxes	-180,000	-178,275	-1,725	99%
	407104 - Payment In Lieu	-	-1,510	1,510	-
	507431 - Remissions	10,000	-9,593	19,593	-96%
Revenue		-170,000	-189,378	19,378	111%
176011 - BIA KANCENT Administration	406005 - Contributions From Reserve Funds	-43,000	-	-43,000	-
	407015 - Other Revenue	-7,500	-1,840	-5,660	25%
Administration		-50,500	-1,840	-48,660	4%
176014 - BIA KANCENT Digital Service	407015 - Other Revenue	-	-11,050	11,050	-
176020 - BIA KANCENT Research and Lobby	407015 - Other Revenue	-	-7,500	7,500	-
Marketing and Activation		-	-18,550	18,550	-
Total Revenue		-220,500	-209,768	-10,732	95%
176011 - BIA KANCENT Administration	501110 - Admin	57,500	58,903	-1,403	102%
Administration		88,700	80,537	8,163	91%
Marketing and Activation		96,800	54,877	41,923	57%
Maintenance		35,000	22,685	12,315	65%
Total Expense		220,500	158,099	62,401	72%
Total		-	-51,669	51,669	-

2022 Budget - Kanata Central BIA

Year to date (YTD) results : January to September 2021

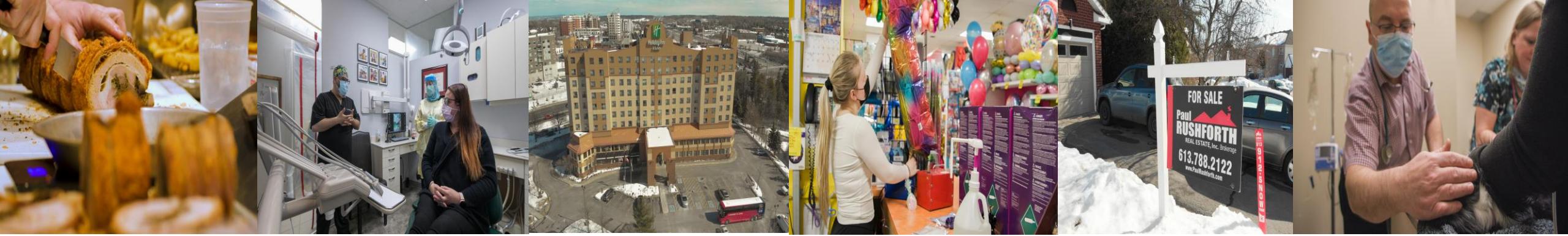
Cost Centre	Cost Element	2021 Budget	2021 YTD Actual	2022 Budget
176010 - BIA KANCENT Taxation	407001 - General Taxes	-180,000	-178,275	-185,000
	407104 - Payment In Lieu	-	-1,510	
	507431 - Remissions	10,000	-9,859	-10,000
Revenue		-170,000	-189,644	-195,000
176011 - BIA KANCENT Administration	406005 - Contributions From Reserve Funds	-43,000	-	
	407015 - Other Revenue	-7,500	-1,000	-7,500
Administration		-50,500	-1,000	-7,500
Total Revenue		-220,500	-190,644	-202,500
Administration	Administration	88,700	58,674	92,000
Community Events		88,700	58,674	92,000
Marketing/Outreach	502928 - Community Events	39,500	2,292	38,250
	505989 - Publications & Subscriptions	-	41	
	505990 - Office Supplies	-	1,297	8,000
	502928 - Community Events	4,000	-	
	502928 - Community Events	5,000	611	4,000
176015 - BIA KANCENT Corks & Forks	502210 - Advertising/Promotion	-	916	
176016 - BIA KANCENT Canada Day	502928 - Community Events	5,000	28	8,000
176017 - BIA KANCENT Bunny Hop	502928 - Community Events	1,000	357	3,000
	502210 - Advertising/Promotion	-	432	
176018 - BIA KANCENT AGM	502928 - Community Events	20,000	309	2,000
	502330 - Professional Service	-	7,632	7,500
	502210 - Advertising/Promotion	-	382	
	502928 - Community Events	22,300	12,257	
176019 - BIA KANCENT External Partnerships	502210 - Advertising/Promotion	-	10,744	
	502330 - Professional Service	-	3,031	
176020 - BIA KANCENT Research and Lobby	502694 - Print Service Systems	-	931	
176021 - BIA KANCENT COVID-19	502896 - Graffiti Removal	-	102	500
	502928 - Community Events	-	550	
Marketing and Activation		96,800	26,553	70,750
176013 - BIA KANCENT Beautification and Signage	505772 - Signage	35,000	-	39,250
Maintenance		35,000	15,358	39,750
Total Expenses		220,500	100,585	202,500
Net Year - End position		-	-90,059	-
				Balanced



Now is the time

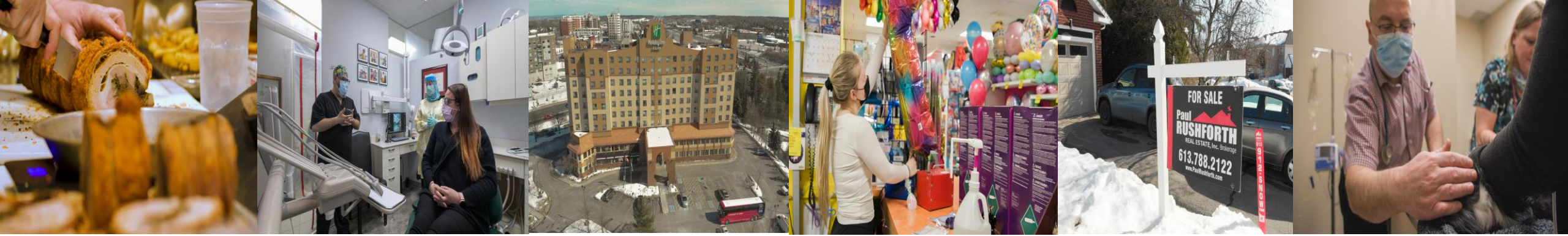
Join The Kanata Central Board of Directors

Email: ed@kanatacentral.com



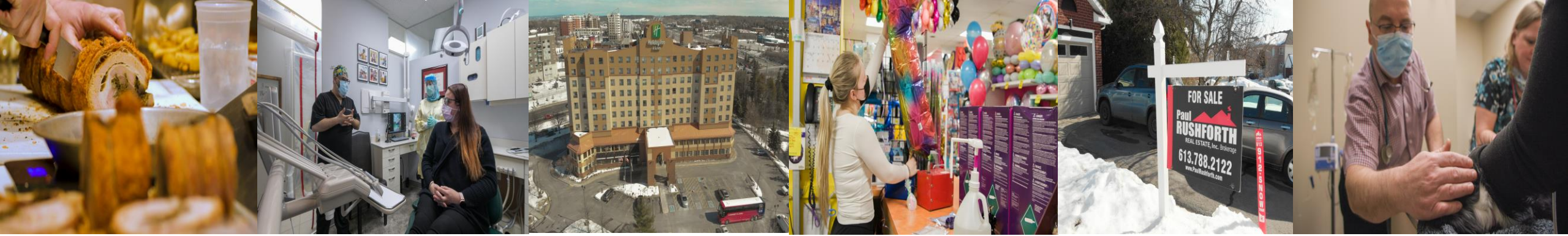
Kanata North Ward 4 Councilor Cathy Curry





6. Municipal Report

- Public Health and COVID
- Kanata Golf and Country Club/ClubLink Discussion
- Extension of LRT to Kanata North
- Community Associations
- Development Planning for KN Town Centre (Kanata Avenue, Maritime Way, Canadian Shield Drive)
- Q and A with Councillor Curry



8. New business

WHEREAS Subsection 238(2) and 238(2.1) of the *Municipal Act, 2001*, provides that every local board shall pass a Procedure By-law governing the calling, place and proceedings of meetings and providing for public notice of meetings; and

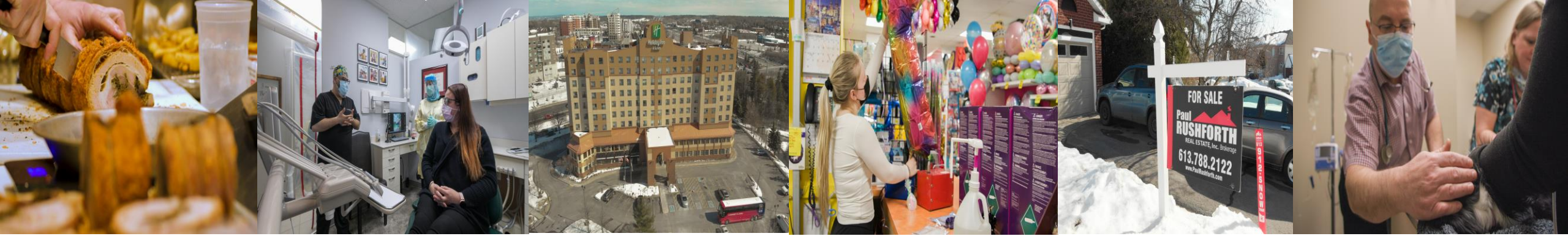
WHEREAS Subsection 270(2) of the *Municipal Act, 2001* provides that every local board shall adopt policies with respect to the sale and disposition of land, hiring of employees, and procurement of goods and services;

WHEREAS Section 88.18 of the *Municipal Elections Act, 1996* provides that local boards shall establish rules and procedures with respect to the use of board resources during an election campaign period;

WHEREAS the Kanata Central BIA Board, a “local board” as defined by the *Municipal Act, 2001*, wishes to adopt the attached Procedure By-law and Policies as required by the *Municipal Act, 2001* and *Municipal Elections Act, 1996*;

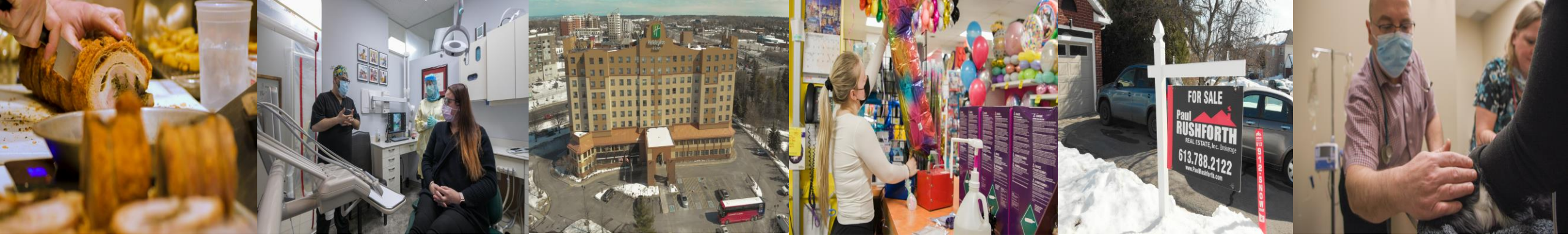
THEREFORE BE IT RESOLVED that the Kanata Central BIA Board adopts the attached documents as required by the *Municipal Act, 2001* and *Municipal Elections Act, 1996*:

- i. Document 1, Kanata Central BIA Board Procedure By-law;
- ii. Document 2, Kanata Central BIA Board Policies with respect to the sale and other disposition of land, hiring of employees, and procurement of goods and services;
- iii. Document 3, Kanata Central BIA Board Election-Related Resources Policy.

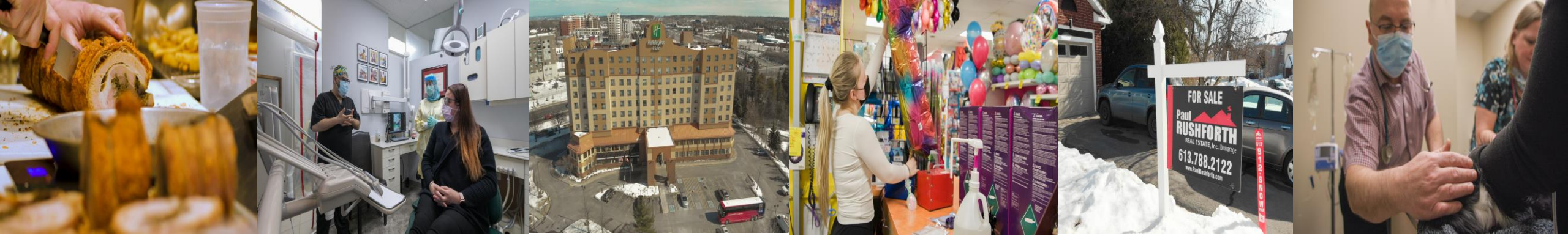


Open floor

Questions, Comments, Ideas?



9. Motion to Close



Thank you